

April 7, 2009  
Meeting Minutes  
Beaver Meadow Golf Advisory Committee

Members Present:

Chris Mulleavey  
Matt Upton, Vice Chair  
Betty Hoadley  
Michael Dellolacono  
Roger Jobin  
David Croft  
Jennifer Kretovic  
Fran Hunt  
Dick Holden  
Jim Marshall  
Bob Vachon  
Mark Coen  
Bernard "Sid" Chase  
Ed Deshaies  
David Gill

Members Absent

David Gill

Others Attending:

Phil Bilodeau

A call to Order

**5 Minutes of Public Input**

None

Chris asks if there is a motion to approve the Draft minutes from the March 10, 2009 meeting or any questions about the minutes

Matt moves approval of the minutes from the March 10, 2009 Meeting.  
Roger seconds the motion.  
Motion Carries 11-0

## **Old Business**

### **Annual Report for 2008 Season**

Chris asks Roger if he has old Annual Reports to give to him, or if anyone else has prior reports.

Sid says he has some and offers that he believes Phil has a few.

Chris asks when the report should be submitted.

Phil suggest in the next 2 to 3 weeks.

Chris asks if May 15 soon enough.

Phil confirms, yes.

### **Policy and Procedure Manual**

Matt reviews updates made to previously distributed to Policy and Procedure Manual.

#### **Highlights**

Expansion of manual to address green fee and non-golf users of facility such spectaors and restaurant patrons

Clarification of Solo Rider access for those with mobility impairment

Bringing our Family Permit requirements into compliance with State Law recognizing Civil Unions

Shortening the appeal process and including deadlines to preserve rights in the appeals process for loss of privledges

Spelling out certain conducts that will not be tolerated

Committee wants Policy Manual distributed in Pro Shop when ready

Jennifer offers a booklet format she has worked up.

Mark asks that Ranger Staff be brought up to speed on changes.

### **Outings**

Jim asks if Tinker's Gold Ball is an Outing or a Tournament. Ed clarifies the Gold Ball is a Club event.

Mark, returning to Annual Report, characterizes it as an opportunity to point out to Council how much the Golf Course contributes to the community, including non-golfers by way of Outings that contribute to charitable causes.

### **ACH update**

Sid reports he and Chris will be sitting with the City Manager and Deputy City Manager for Finance this week and will follow up on this issue. It is doable costing \$750 for the software update and an annual fee of \$150.

Sid also reports positive response to \$100 incentive for signing up a new Permit Holder, 6 new Permit Holders from 5 renewing Permit Holders.

## **Permit Holder Letter**

Jim praises staff for the Permit Holder letter sent to promote the Incentive Offer. He suggest more mailings perhaps 3 or 4 per year to maintain contact with Permit Holders

Discussion turns to e-mail contact and e-mail lists and newsletters

Mike shares his company is ready to offer an e-mail software and names Constant Contact and Teleserve as others that offer similar services. Costs are reasonable.

A newsletter may be posted on Beaver Meadow website.

Mark suggests the Advisory Committee may generate a newsletter

Jim cautions that oftentimes Newsletters start out with great enthusiasm but fade with time. They are a big step that will require follow through.

Ed offers to have Items for Newsletter

Ed also reports positive feedback from having no rate increase.

Discussion of web and e-mail newsletter continues

Intern to manage?

Shared e-mail list, sign in?

GHIN link to Beaver Meadow web?

Set up lists by groups, League, Permit Holder etc.

Posting next week's schedule, "Week at a Glance", "Upcoming

Events"

Phil, Sid and Chris J should investigate possibilities and IT's input.

Jennifer asks if it is time to form the Marketing Committee discussed in the past.

Funding sources for web from Vendors, Ping, Titliest, MacGregor

Chris asks Sid for his input on Marketing Committee.

Sid is comfortable with Marketing Committee as long as they take a global view, but cautions the Advisory does not have the authority to appropriate or spend money.

Chris suggests the discussed ideas go back to staff, Marketing Committee to work with Phil, staff and IT for feasibility.

Marketing Committee

Mike, Jennifer, Sid and Mark

Jim likes the idea of letter to Permit Holders but asks that any e-mail contacts not become constant solicitations as they will likely be ignored.

Committee discusses another visit from Council

Discussion Topics:

Timing?

After Budget, Fall?

During the FUTURES Tour is suggested, FUTURES week is favored with perhaps a more intimate visit in the Fall.

Mark feels it's important to emphasize the business aspect of Beaver Meadow, contributions to the General Fund and support of local charities versus a feel good visit.

## ACH II

Ed asks how the ACH payments will work in the fall

Sid says many of the mechanical details are still to be resolved such as starting and stopping payments and starting payments after the Pro Shop closes at Christmas. After meeting with The City Manager, these issues will be resolved.

Ed suggests setting Rates earlier so people can shop in the Fall and offering the 2009 rate if people commit in the Fall.

Jennifer cautions she voted for no rate increase for 2009 with the idea that having the ACH program in place would allow greater increases for 2010, easing the increase by spreading it out.

Roger shares rates he found in his 1988 Report

\$12 Resident Green Fee, \$280 Season Permit

\$14 Non Resident Green Fee, \$485 Season Permit

There is no Motion to Adjourn

Meeting is set for May 7, 2009

**7:30 AM**

Beaver Meadow Clubhouse

Agenda:

Public Input

Approval of Minutes

Old Business

Meeting Adjourned.